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July 8, 1997

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

**VIA HAND DELIVERY**

Mr. William F. Caton, Acting Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

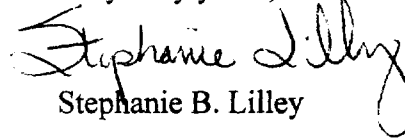
Re: **WPTT(TV), Pittsburgh, Pennsylvania**  
**WPGH(TV), Pittsburgh, Pennsylvania**  
**MM Docket Nos. 91-221, 87-8, 94-150, 92-51, and 87-154**

Dear Mr. Caton:

On behalf of WPTT, Inc., licensee of Station WPTT(TV), Pittsburgh, Pennsylvania and WPGH Licensee, Inc., licensee of Station WPGH(TV), Pittsburgh, Pennsylvania, transmitted herewith is an original and four copies of the requested local marketing agreement information regarding the above-referenced stations.

If you have any further questions concerning this filing, please contact the undersigned.

Very truly yours,

  
Stephanie B. Lilley

Enclosure

Original copies rec'd  
ENCLOSURE

024

## LMA REPLY FORM

MARKET: Pittsburgh, Pennsylvania

DMA #: 19

Station	Channel No. & Call Sign	Network Affiliation	Licensed Community	Licensee	Degree of Overlap (%)			Nielsen (all day) Audience Share		
					City Grade	Grade A	Grade B	(9am - midnight)	(7am - 1am)	
Brokered Station	WPTT	UPN	Pittsburgh	WPTT, Inc.	91	93	97	<u>11/96</u> 3	<u>2/97</u> 3	<u>5/97</u> 3
Brokering Station	WPGH	FOX	Pittsburgh	WPGH Licensee, Inc.	75	79	83	8	7	7
								<u>Date of LMA</u> 0		

LMA SPECIFICS:	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	Renewal Provisions/Terms	% Time brokered per week
	12/4/91	10 years	01/06/92	01/06/02	<p>Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.</p> <p>1 &amp; 2) Provisions for two 5-year renewals at the option of Programmer.</p> <p>3 &amp; 4) Programmer shall give written notice of the exercise of said option and shall pay Owner simultaneously with said notice the sum of \$2,000.</p>	83%

**Public Interest Benefits: See Exhibit A**

## **EXHIBIT A**

### **Public Interest Benefits**

#### **WPGH Channel 53, Pittsburgh, Pennsylvania**

#### **WPTT Channel 22, Pittsburgh, Pennsylvania**

### **BACKGROUND**

The local marketing agreement for these Stations has been in effect since 1991. At the time of the LMA, WPTT was a marginally profitable station. Today it is back on its feet, and there is only three percent programming duplication between the two Stations.

### **PROGRAMMING**

Prior to the LMA, WPTT was a home shopping station. Within a few weeks of entering the LMA, WPTT added general entertainment programming from 3pm to 1am. General audience programming has been expanded every year to the point where WPTT is now broadcasting 136.5 hours per week of general audience programming, including 24 hours of weekly children's programming.

The local marketing agreement has also permitted both stations to compete for the Major League Baseball and NHL hockey games. Because games could be aired on both stations WPGH and WPTT won the rights to broadcast 20 professional hockey and 13 professional baseball games (18 of those games on WPTT and 14 on WPGH). Without the LMA, the Stations would not have been able to keep those games on free television. Also, WPGH has been able to secure better flexibility with respect to scheduling, and as a result can take more risks with respect to purchasing top quality programs.

### **COMMUNITY INVOLVEMENT**

WPTT has involved itself in a number of community activities that may not have been possible except through the benefits of the LMA. It airs six hours of The Children's Miracle Network telethon on a Sunday afternoon in June each year, helping to make a difference in the lives of children. Last year viewers from the Pittsburgh market witnessed live, for the first time ever, the downtown New Year's Eve party. In addition, every February WPTT participates in a family festival produced by WPGH that attracts over 150,000 people, and every summer the Stations participate in the Three Rivers Regatta, the largest community celebration of its kind in the region, drawing well over a million people.

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**FACILITY IMPROVEMENTS AND EFFICIENCIES**

WPTT's transmitting and master control facility is being dramatically upgraded by consolidating both Stations' operations into a single site. These multi-million dollar technical improvements to both stations that may not have been feasible for a single station and will permit both to convert to digital sooner.

WPGH provides substantial production assistance to WPTT's licensee. The 3.5 hours of public affairs programming aired weekly is now recorded, produced and posted at the WPGH studios.